

# VTF 2006

VIA Technology Forum

## Mali Micro Enterprise Development

Geekcorps Mali – Powered by VIA Technologies



*Embracing  
Digital Intelligence*

# IESC Geekcorps

- **International NGO focused on Technology**
  - Create “Digitally Independent” Communities
  - Multifaceted Country-level programs
  - 3,500 technology experts
  - Major International Funders
  - Division of International Executive Service Corps



# Mali, West Africa

- **Challenges**

- Poor, Illiterate, Rural
- Lacking basic services
- Little infrastructure

- **Assets**

- Amazing Muslim culture
- Center of trade & music
- Democratic & free press
- Positive attitude



# Geekcorps Mali Goals

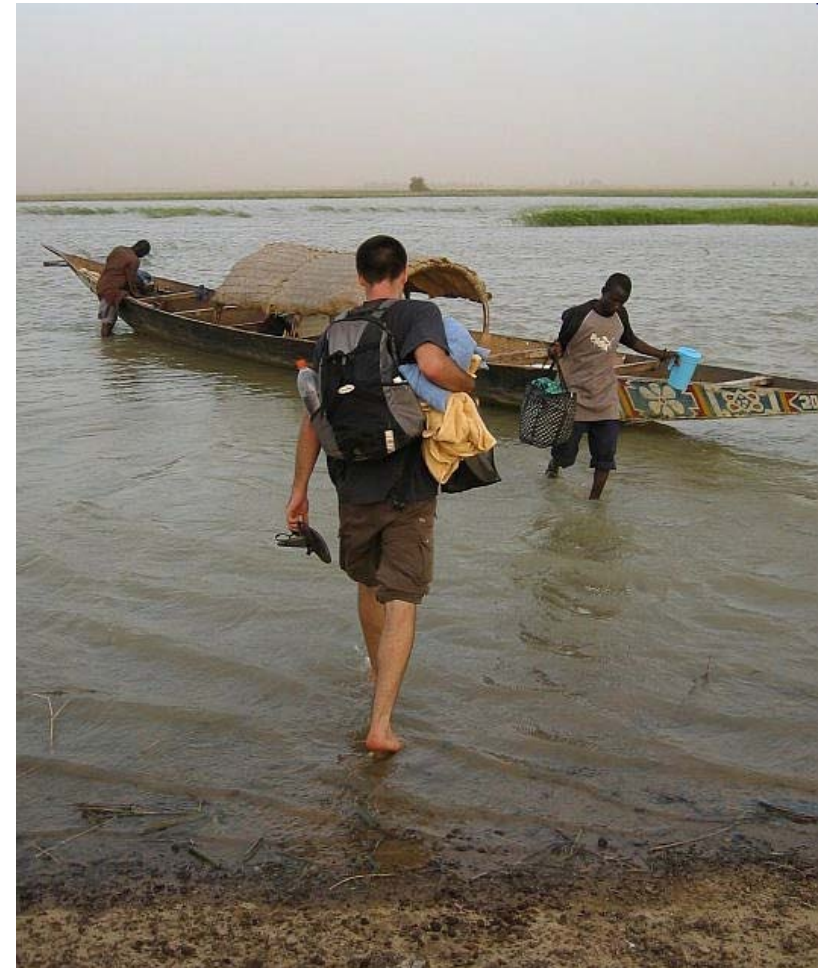
- **Community Radio Empowerment**
  - Create, store share content
  - Increase profitability & develop new stations
- **Small Business Development**
  - New technology-based services
  - Support ecosystem





# Community Radio Empowerment

- **Develop new stations**
  - Extremely remote locations
  - Little infrastructure
  - Low literacy
  - Poor
- **Technical Challenges**
  - No grid power
  - High heat (110F/45C)
  - High dust – desert



# Bourem Inaly, Mali



# Geekcorps Desert PC System

- **50W Technical Model**
  - Sealed Mini-ITX
  - Flash Memory, FOSS
  - rBGAN Satellite Link
  - Car battery/Solar Panel
- **Community Benefits:**
  - Instant information access
  - Content production
  - External outbound link
  - Profitable!!





# Small Business Development

- **Develop new business**
  - Marketplace locations
  - Little infrastructure
  - Low literacy & business skill
  - Poor & No access to capital
- **Technical Challenges**
  - No grid power
  - High dust – desert
  - No support environment
  - Unskilled users





# Geekcorps Mali "Cybertigi"

- **Market Day Cyber Seller**

- Asynchronous services:  
email, voicemail, web cache
- Instant Digital Services:  
photos, printing, scanning
- Remote Services:  
mail order, city go-fer

- **Technical Model**

- VIA pc1, Nokia 770
- Scanner, printer, camera
- Remote backend connectivity



# Questions?

- **IESC Geekcorps**

Wayan Vota

Director

Geekcorps Division

International Executive  
Service Corps

<http://www.geekcorps.org>  
[wayan@geekcorps.org](mailto:wayan@geekcorps.org)

